

Message Text

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ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 010945Z MAY 74

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 8580

INFO AMEMBASSY BELGRADE

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUCHAREST 1858

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: PLANNING FOR TRADE MISSIONS

REF: A) MOSCOW A-84, B) WARSAW 2077, C) BUDAPEST 696

1. TRADE MISSIONS TO ROMANIA ARE NOW HANDLED AS FOLLOWS.

A. SPECIALIZED MISSIONS, FOR EXAMPLE RECENT METAL-FINISHING EQUIPMENT MISSION, ARE ORGANIZED AND PROGRAMMED BY EMBASSY WORKING WITH APPROPRIATE MINISTRY, INDUSTRIAL CENTRAL AND FTOS. WE INFORM MINISTRY OF FOREIGN TRADE AND CHAMBER OF COMMERCE BUT THESE PLAY PASSIVE ROLE. OFFICIAL OR INFORMAL SPONSORSHIP BY APPROPRIATE ECONOMIC MINISTRY IS NOT REQUIRED BUT GREATLY FACILITATES ACCESS TO INDUSTRY AND END-USERS. SPONSORSHIP IS USUALLY GRANTED IF MISSION ACCORDS WITH ROMANIAN ECONOMIC PRIORITIES. ALL ADMINISTRATIVE AND LOGISTICAL ARRANGEMENTS AND BULK OF SCHEDULING ARE DONE BY EMBASSY.

B. BROAD-SPECTRUM MISSIONS, SUCH AS MANY IOGA GROUPS, ARE PROGRAMMED BY EMBASSY WORKING WITH ROMANIAN CHAMBER OF COMMERCE. MOST ARRANGEMENTS, HOWEVER, MUST BE MADE BY EMBASSY THROUGH CONTACT WITH LARGE NUMBER OF MINISTRY OFFICIALS AND FTOS. SINCE UNCLASSIFIED

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BROAD-SPECTRUM GROUPS OFTEN CONTAIN MEMBERS WHOSE PRODUCTS ARE

OF MARGINAL INTEREST TO ROMANIA, SCHEDULING IS DIFFICULT AND SOME INDIVIDUALS OCCASIONALLY RECEIVE COOL RESPONSE FROM ROMANIAN FTOS. WE WOULD CONTINUE TO URGE THAT BROAD-SPECTRUM GROUPS BE KEPT TO MINIMUM.

2. WITH REGARD TO REPAIR A, WE ENDORSE MOSCOW'S RECOMMENDATIONS REGARDING LEAD TIME. COMPANY BROCHURES AND SUPPLEMENTARY INFORMATION, INCLUDING BRIEF SUMMARY OF EACH FIRM'S PREVIOUS CONTACTS WITH ROMANIAN ENTERPRISES, ARE ESSENTIAL FOR PLANNING OF MISSION. AS SOON AS MISSION IS PROPOSED AND POSSIBLE PARTICIPANTS ARE IDENTIFIED, EVEN IF ONLY TENTATIVELY, AT LEAST THREE SETS OF BROCHURES AND CATALOGUES SHOULD BE SENT TO POST, A MINIMUM OF TWO MONTHS BEFORE MISSION IS TO ARRIVE. ADDITIONAL COPIES SHOULD BE SENT AS SOON AS THEY BECOME AVAILABLE.

3. WE ALSO CONCUR WITH MOSCOW RECOMMENDATION THAT ADVANCE MAN RETURN WITH MISSION AND THAT EWTC/VIENNA BE CONSIDERED AS APPROPRIATE SOURCE FOR ADVANCE MEN/MISSION DIRECTORS.

4. WITH REGARD TO PLANNING OF MISSIONS, WE GENERALLY CONCUR WITH SEQUENCE OF STEPS OUTLINED IN PARAS 2 AND 3 OF REFTEL B FROM WARSAW. MISSIONS FOR SECTORS OF ROMANIAN INDUSTRY THAT HAVE HIGH LONG-TERM PRIORITY -- PETROCHEMICALS, CHEMICALS, ELECTRONICS, MACHINE TOOLS -- CAN WITH CONFIDENCE BE PLANNED A YEAR AHEAD, WHILE ADDITIONAL MISSIONS ARE FITTED IN AS NEW OPPORTUNITIES ARISE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BUCHAR01858
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740104-0179
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740583/aaaacwsd.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) MOSCOW A-84, B) WARSAW 2077, C) B, UDAPEST 696
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 17 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 OCT 2002 by boyleja>; APPROVED <02 JAN 2003 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PLANNING FOR TRADE MISSIONS
TAGS: BEXP, RO
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005